

Gateway Region Urban Sprawl: Metro East Sustainable Growth Resources Group

February 3, 2000

MEETING NOTES

The notes provided below document the main points and meeting progress that were offered during the meeting on February 3, 2000. The notes highlight and summarize the key topics and issues that were discussed at the meeting. Selected attachments are provided in this document.

On February 3, 2000, the Metro East Sustainable Growth Resources Group (the "Group") Steering Committee convened at St. Mary's Hospital, Meeting Room A, in East St. Louis, Illinois. Eighteen participants were present at this meeting, including seven Steering Committee members and four U.S. Environmental Protection Agency (EPA) representatives. A list of attendees is provided in Attachment A.

The charge for the Metro East Sustainable Resources Group is to "gather, develop and disseminate information regarding growth issues in the Metro East Illinois Area." As a result of this charge, the goal for this particular meeting was as follows:

Finalize the vision brochure for the Metro East Sustainable Growth Resources Group. Also, the Steering Committee will establish action items regarding the education portion of its mission.

Welcome and Announcements

Mr. Mike Beezhold, Planning and Management Consultants, Ltd. (PMCL) facilitation team, provided the Group with an introduction and welcomed the participants to the meeting. The meeting agenda (Attachment B) was also reviewed. Mr. Beezhold then explained that Dr. Tim Feather of PMCL would not be at the meeting due to another assignment. Also, James Jones of the East St. Louis Conservation Alliance (ESL-CAN) would no longer be able to participate in the Group's activities due to a recent career move, but Mr. Jones wanted to convey that he felt that Kathy Andria (also of ESL-CAN) would do a good job of representing ESL-CAN's concerns in his place. Mr. Beezhold then went around the table and had the participants introduce themselves.

Review of Previous Activities

Mr. Beezhold provided a progress review of the Metro East Sustainable Growth

Resources Group. Attachment C is a copy of Mr. Beezhold's presentation, with a summary provided below. He noted that the Steering Committee had held six meetings to date, and he reiterated the three cornerstones upon which the Group's charge is supported. These cornerstones include the Illinois Growth Task Force, Planning, and Education. Mr. Beezhold explained that the Group was much larger when it first met in 1998; as the Group developed its mission and its focus became more defined, a Steering Committee evolved to examine the issues related to urban growth in the Metro East area. Mr. Beezhold explained that we are now at the stage where the larger Group must be brought back into the picture and informed of the progress that the Steering Committee has made.

Mr. Beezhold then reviewed the Group's three cornerstones individually and updated the meeting participants on the activities and progress on these cornerstones. Beginning with the Illinois Growth Task Force, Mr. Beezhold reported the progress made to date. Specifically, State Representatives Ricca Slone and Wyvetter Younge had met with the Group and said that there might be more funding forthcoming from future legislation at the state level. The Group's representative to the Illinois Growth Task Force is Mr. Ed Weilbacher of the Southwest Illinois Resource Conservation and Development Council. After the Task Force meeting on November 29, it was apparent that the Group needed a strategy to effectively take part in the Task Force meetings. Therefore, a strategy was developed at a previous Steering Committee meeting which included having the Group convene after each scheduled Illinois Growth Task Force meeting. It is likely that one of three future Task Force hearings will be held in the Metro East area.

Next, Mr. Beezhold went over the progress related to the Planning cornerstone, including the need to collect existing land use plans and maps of the areas affected, as well as examples of plans from other states. Ultimately, the Group would like to develop a regional plan or vision. In the meantime, the existing local comprehensive plans would be graded by criteria of sustainable growth.

Finally, Mr. Beezhold discussed the third cornerstone, Education, which was the main purpose of this meeting. It was noted that the brochure is an important step in the process of educating the public and the elected officials, but there were other elements of education which must be addressed as well. Mr. Beezhold then explained that the Group is gaining momentum as far as the Education cornerstone is concerned, and he described the stages the Group is going through with respect to all of the cornerstones. These stages include defining the issues and deciding on a direction (i.e., mission) for the Group, developing a strategy (i.e., cornerstones) and a vision for what the Group wants to achieve, developing the actual activities (i.e., cornerstone action items) which will get us to the goal, and finally conducting the activities in pursuit of the vision.

After discussing the Education cornerstone, Mr. Beezhold provided an overview of the Group's three "New Millennium" meetings. The goal of the first such meeting (this meeting) is to prepare for the larger Group to come together by (1) updating the

Group on the Illinois Growth Task Force, (2) finalizing the vision brochure, and (3) preparing an agenda for the Group. The goal of the second New Millennium meeting is to get the members of the larger Group to “buy in” to the program and to motivate them. This will hopefully be accomplished by hosting a “big name” speaker to address the Group, making progress presentations on the Group’s mission, the cornerstones, the Task Force strategy, and presentation of the vision brochure, followed by a Group discussion. Finally, Mr. Beezhold outlined the goal of the third New Millennium meeting as organizing the Group members’ efforts according to the three cornerstones.

Mr. Beezhold concluded his opening presentation by stressing that the goal of this meeting was to finalize the vision brochure and to finalize the action items for the Education cornerstone.

EPA Gateway Team Update

Ms. Noemi Emeric, EPA Gateway Regional Team Manager, provided the Steering Committee with an update on regional efforts by the EPA Gateway Team. The EPA Region 5 in which Ms. Emeric works is headquartered in Chicago and covers a six state area. Within this EPA region, the agency has identified five economically disadvantaged urban regions in which the EPA seeks to establish partnerships with the community and the local government to address local environmental concerns. In this way, the EPA is undertaking a proactive approach to solving environmental problems, rather than a purely reactive approach. Ms. Emeric then explained that the East-West Gateway Coordinating Council is offering Community Improvement Challenge Grants in the amount of up to \$50,000 each, which she urged the Group to explore. A handout explaining this grant program is included as Attachment D. In addition, Ms. Emeric explained that the EPA also offers grants to community groups, and she outlined three of them which might appeal to this Group. They are the Environmental Education grant, the Sustainable Development Challenge Grant, and the Environmental Justice grant. Ms. Emeric clarified that the latter two grants are not being funded this year, but might be funded in 2001. Ms. Emeric’s handout on the EPA grants is included as Attachment E.

Ms. Emeric then spoke about a brownfield grant of \$200,000 awarded to the City of East St. Louis, which is working with the U.S. Army Corps of Engineers (the Corps). The City is looking at the possibility of developing many acres of riverfront brownfields because there is the potential for tourism or other commercial activity taking place on the waterfront, and East St. Louis has about twice as many developable acres of riverfront as does St. Louis. Group members wanting more information should contact Ms. Deborah Roush of the Corps’ St. Louis District.

Ms. Emeric continued her presentation by noting that St. Clair County just received a grant from the U.S. Department of Housing and Urban Development (HUD) to conduct lead abatement activities. The grant will allow the County to focus on remediation, including rehabilitating houses with high levels of lead and conducting a blood lead screening examination of approximately 2000 children. Ken Hise at the

intergovernmental department can provide more information. The EPA is also studying two sites in Cahokia, Illinois where there is sediment contamination; plans for a cleanup begin implementation in 2001. With respect to the old Alcoa site, Ms. Emeric explained that EPA will use its enforcement authority under the Superfund laws to pursue Alcoa and other responsible parties to clean up their former site. Kathy Andria asked if this meant that the site would be designated a Superfund site. Ms. Emeric said no, the EPA will not designate this site a Superfund site, noting that only those sites which are considered national priorities are designated as Superfund sites, and the designation can often create a negative connotation to a local community. Before a site is selected for the national priority list, the community will be allowed to comment on such a designation. Currently, the EPA is using its regulatory authority under the Superfund statutes to pursue site clean up.

Jerry Rombach of the Illinois Homebuilders Association then asked what exactly was meant by the term “soil remediation.” Ms. Emeric said it simply means digging up and removing the contaminated soil. She then pointed out that soil contaminated with lead-based paint from houses does not fall under EPA jurisdiction. Mr. Weilbacher asked if Great Lakes Cleanup Funds were applicable to this part of Illinois, and Ms. Janet Haff from EPA said they were not.

Ms. Andria asked about the status of the EMPACT Grant. Ms. Emeric explained that the East-West Gateway does not have an EMPACT grant yet, but it is in the works. They want to create a database of contaminated properties within the Empowerment Zone area. The other part of the grant would involve technology transfer for lead soil investigations and landscaping. At the next meeting she will give the Group a better idea of the status of the EMPACT grant. Ms. Emeric noted that the grants awarded up to \$500,000 are extremely competitive.

Summary of Illinois Growth Task Force Meetings, January 18 and 24, 2000

Mr. Weilbacher provided the Steering Committee with an update of the Illinois Growth Task Force by describing in detail the two Task Force meetings that he attended on January 18th and 24th. The handouts Mr. Weilbacher provided from the meetings are included as Attachments F & G, respectively. Mr. Weilbacher explained that the Task Force is a joint committee and was well attended by members of both the Illinois House and Senate. The different panel presentations from the two meetings and Mr. Weilbacher’s comments on them are summarized below in chronological order:

1. **Economic and Statute Incentives for Growth and Management.** This panel expressed concerns that development not be hindered, yet they also expressed concern for future generations. Prof. Clyde Forrest from University of Illinois at Urbana-Champaign gave a very comprehensive presentation, including a list of recommendations for the legislature. It was noted that many regulatory issues are decided at the state level because there is no local control or regulation of certain issues.
2. **Energy Needs and Concerns.** The Illinois Energy Association was concerned about the

costs of extending services to customers who move into sites where there currently are no utilities. It is unclear in all cases which party or parties must bear the costs of extending service lines.

3. **Agricultural Perspective of Growth.** The representative from the Illinois Farm Bureau explained that the agricultural sector is not only concerned with the loss of farmland to urbanization but also to wetlands and open spaces. Many farmers feel that those who choose to move from urban to rural areas must accept the smells, etc. that go with the farming operations. Mr. Rombach asked if the issue of private property rights was raised, and Mr. Weilbacher replied that it was not.
4. **Illinois Land Use Issues.** Ms. Jeri Marxman, an Extension Specialist with the University of Illinois Extension, presented the results of a land use survey conducted by her office (Attachment H). Rural citizens wanted growth of any kind, while urban citizens were much more concerned about the types of growth that take place. The survey revealed that over half of the counties in Illinois do not have zoning.
5. **Mass Transportation Perspective.** The Regional Transportation Authority reported that there are grants available from the Department of Transportation to study land uses around metro stations, but none of these grants are applicable to southern Illinois.
6. **Water Supply Concerns.** Mr. Weilbacher said no one from Consumer Water Conservation of Illinois showed up, therefore there was no presentation.
7. **Home Construction Perspective.** The Illinois Homebuilder's Association (HBA) explained their position that homebuilders respond to market demands and want to see maximum flexibility in growth regulations. They also said that they must respond to all costs that are imposed on them by government when they develop an area. Brownfields in particular are more costly to develop, because the infrastructure is either dilapidated or outdated and usually must be replaced anyway. Also, there is much more red tape involved, and the parcels are usually smaller. Smaller parcels are usually less efficient to develop, and therefore less profitable, than larger ones. Finally, developers want to develop where the market is, which does not always coincide with the brownfields. The second perspective was provided by Dr. David Riggs, Director of Land and Natural Resources Policy for the Competitive Enterprise Institute. His position was that all regulations should be removed and the free market allowed to prevail in all cases. Environmental regulations hinder economic development, and are unnecessary. As an example, he pointed to air being cleaner in the developed nations than the underdeveloped nations, due to the free enterprise system. He did concede, however, that some regulations have improved the environment, such as car emission standards.
8. **Conservation Easements.** Guy Fraker of the Nature Conservancy spoke on the importance of conservation easements and the need to expand them in the state of Illinois. Currently, the state ranks 48th in the nation in open spaces.

After Mr. Weilbacher finished with his review of the Task Force meetings, Mr. Beezhold suggested that the Group might want to use the "Ingredients of Effective Growth Management Policies" presentation by Prof. Clyde Forrest to the Illinois Growth Task Force. Ms. Emeric agreed that it would be useful information for the Group. Mr. Beezhold asked Mr. Weilbacher if there was any mention of the last growth task force,

and he replied that there had been no discussion of the previous task force, so the Group is starting fresh. Mr. Weilbacher went on to say that the Group should use as an example the press release put out by the Campaign for Sensible Growth. Mr. Weilbacher also stated that there would be a hearing in the Metro East area, the date as yet to be determined. The Task Force also plans to have at least three meetings with guest speakers brought in from other states. Legislation will likely be drafted as a result of the Task Force meetings. Mr. Beezhold asked if speakers would come from other state agencies, and Mr. Weilbacher responded that there might be some input at the Task Force meetings from other agencies.

Mr. Weilbacher also presented the Steering Committee members with a copy of a letter to the public members of the Illinois Growth Task Force from the Chairman of the Task Force, State Senator John Maitland, Jr. (Attachment I). In the letter, Sen. Maitland explains that several working groups will be created this spring to assist the Task Force by looking at growth issues in more detail. Three work group topic areas have been proposed so far:

1. Land Use and Transportation;
2. State Policies, including incentives for or against growth;
3. Farmland and Natural Resource Preservation.

Mr. Weilbacher urged other members of the Group to attend the work group meetings, and Ms. Emeric pointed out that anyone can sit in on these meetings, even if they are not actually participating in them. Mr. Weilbacher said he would keep Mr. Beezhold informed of the times for the Task Force meetings, and Mr. Beezhold in turn will keep the Group apprised.

The letter from Sen. Maitland indicated that suggestions for work group topics or speakers for the work groups should be directed to Ms. Amy Bunselmeyer of Sen. Maitland's office by February 7. Ms. Andria suggested that it might be appropriate for the county commissioners to write to the state representatives and urge them to include stormwater as a work group topic. Ms. Emeric said that the EPA would write such a letter on behalf of the Group. Ms. Andria again stressed that stormwater and flooding issues must be put on a work group agenda.

Mr. Beezhold asked the Steering Committee to come up with at least four people who will attend the work group meetings. In the event that Group members can participate in work group activities, members volunteered to attend the various work groups as follows:

1. Land Use and Transportation: Joe Parente, Edmund Acosta, Jack Norman
2. State Policies: Edmund Acosta, Jack Norman
3. Farmland and Natural Resource Preservation: Ed Weilbacher, Jack Norman, Kathy Andria, Carolyn Kehoe
4. Stormwater (if developed as a topic): Ed Weilbacher, Kathy Andria, Jack Norman

Discussion and Finalization of Vision Brochure for Sustainable Growth Resources Group

After the break, Mr. Beezhold reconvened the Steering Committee to discuss the draft vision brochure. Mr. Beezhold reiterated that the purpose of the brochure is to explain to the public who the Group is and why it exists, namely because there are issues of stormwater and urban growth which must be addressed in the Metro East area. The draft version of the brochure that was discussed is included as Attachment J. The draft vision brochure was provided to the Steering Committee on January 11, 2000, for review in preparation for the February 3rd meeting. The brochure itself is based on a similar brochure that is distributed by the Campaign for Sensible Growth, included as Attachment K. Attachment L is a press release and related news clippings from the Campaign for Sensible Growth.

Andrew Anderson of the EPA provided the Steering Committee with an overview of the draft brochure. He said that it provides information quickly and in a format that is easy to understand. Mr. Anderson then highlighted the individual sections of the brochure and asked the Steering Committee members 1. Was this what they wanted to represent the Group? and 2., Was this how the Group would want to say it? Mr. Anderson pointed out that the brochure states that the Group is on the Illinois Growth Task Force, and this is no small accomplishment.

Dale Brown of the PMCL facilitation team then took the floor and observed that neither PMCL nor the EPA had received any comments from the Steering Committee members prior to the meeting as requested. Mr. Brown then asked for comments on the brochure. Mr. Brown again asked for a quick “thumbs up” or “thumbs down” from the Group, and the reaction appeared to be mixed. There was a negative reaction regarding the logo.

Edmund Acosta, representing Scott Air Force Base, liked the section of the brochure entitled “What are the Goals of the Group?”, which highlights the goals of the Group with stars. However, he noted that these are activities to be conducted to achieve desired goals. Thus, what are the actual goals? Mr. Acosta wanted to clarify that “building partnerships” is not the final desired outcome of the Group, and that people should understand what it means to be involved with the Group. Mr. Acosta suggested using the five goals presented by the Campaign for Sensible Growth in the executive summary of their brochure entitled “Sensible Growth in Illinois: Tools for Local Communities” (as referenced in Attachment K). Mr. Beezhold then asked the participants whether the five goals listed in the brochure from the Campaign for Sensible Growth were acceptable. These five goals are as follows:

1. Protect Open Space.
2. Coordinate Transportation with Development and Redevelopment.
3. Improve Water Quality.

4. Expand Housing Options and Economic Strategies for a Growing Workforce.
5. Coordinate and Expand State Support to Local Communities.

The group agreed that these goals were acceptable. Mr. Anderson asked the participants to be thinking of some additional goals for discussion at the next meeting, as well as possible ideas for graphics or a new logo.

Mr. Rombach voiced a concern with three aspects of the brochure. First, sustainability was not defined. Does it mean “smart growth” or “controlled growth?” Second, “sprawl” is an inflammatory word. Third, the brochure uses the term “uncontrolled growth”, when in reality the residential development sector is the most controlled and regulated form of growth. Mr. Rombach said it is unlikely that any residential growth in the last twenty years could honestly be called “uncontrolled.” Ms. Emeric said that the word “sprawl” doesn’t appear in the brochure, and in fact “sprawl” was avoided because the term is inflammatory and outdated.

Ms. Andria suggested using the term “sustainable” growth throughout the brochure, rather than the term “controlled” growth. Mr. Anderson pointed out that he understands the problem with using the term “uncontrolled” growth, and he asked the participants to suggest alternatives. Ms. Andria suggested beginning the brochure with a dictionary-style definition of “sustainable” growth. Mr. Norman said that he has no problem with the term “sustainability”, as it has positive connotations for future opportunities. Mr. Rombach said he had no objections to the term either, but that it ought to be defined in the brochure. Mr. Rombach said that all of the members obviously are concerned about issues such as the proper use of land, clean water and stormwater runoff; it’s just that the members don’t agree on how best to address these issues. Ted Shekell, representing the City of O’Fallon, commented that the term “sustainable” has no negative connotations that he knows of, and he agreed with Mr. Rombach’s point. Jack Norman of the Sierra Club commented that the Group needs to focus more on the actual harms and problems associated with growth, rather than attacking growth per se. Growth may in fact have positive aspects; conversely, maintaining a static situation may have negative effects.

Ms. Andria felt that there was a problem with some of the wording, possibly with the name of the Group itself, but that the Group should focus on the larger issues now and worry about the actual wording at a later time. Ms. Emeric replied that changing the Group’s name at this point would be a bad idea as it would only confuse people, particularly since literature has been distributed at the Illinois Growth Task Force meetings. Mr. Norman agreed with Ms. Emeric on this point and said that the Group needed to determine who the target audience for the brochure is. Ms. Emeric replied that the Steering Committee did discuss at the last meeting who the target audience is, and it was decided that, at this early stage, the audience for the brochure includes everyone, community residents, local government, businesses, etc.

Mr. Shekell also said that the brochure should have a positive spin and emphasize

that the Group is a collaborative effort between diverse interests. Also, he emphasized that the results of the Group's efforts should be tailored specifically to East St. Louis, as every community is unique and therefore may require unique solutions. Mr. Acosta agreed that collaboration is the key, and the Group must develop collaborative tools. Ms. Emeric said that the brochure does in fact emphasize that the Group is a collaborative partnership.

Ms. Andria said that one of the most important questions to address in the brochure is "Why plan as a region?" She felt that overall, many of the questions in the brochure were vague. She also suggested stating the benefits of involvement more clearly. Ms. Emeric stated that the EPA created the draft brochure as a starting point, and today's meeting goal was to have the Group expand it. Mr. Anderson added that the brochure is intended to create a basis for public discussion.

As there seemed to be some confusion at this point over the purpose of the brochure, Mr. Beezhold reminded the Group that the purpose of the brochure was twofold: (1), make people aware that there is a problem in Metro East St. Louis and (2), there is a Group that intends to address these issues. Mr. Beezhold asked the participants whether the brochure met those two criteria. Ms. Emeric then added that the three pillars developed over the past few months are the goals of the Group. Also, the EPA continues to provide facilitation for the group, but she emphasized that the EPA will not be able to continue funding for meeting purposes only.

Mr. Shekell observed that there was no one in the room representing the regional planning commission, i.e., the Southwest Illinois Metropolitan Planning Commission (SWIMPAC). They should be represented, he said, because the issues the Group is dealing with all are of regional concern. Mr. Shekell sensed that the Group was filling a void left by the regional planning authorities. Mr. Norman said that he didn't think that the concerns of the Group were being addressed by SWIMPAC's activities either. He noted that the East-West Gateway is also concerned about these issues.

Jerry Wilhoit of HUD observed that the brochure should include a map identifying where the problem areas are (e.g., brownfields, repeatedly flooded spots, etc.), possibly a map of the East St. Louis area. Joe Parente, Madison County Department of Building, Zoning and Environmental Control, then interjected that the Group might be jumping the gun by including a map. For the moment, he felt that the brochure should simply state what the Group is and why it exists.

Mr. Brown next asked the participants to comment on the benefits listed toward the end of the brochure. All agreed that there were benefits. Mr. Shekell spoke first, suggesting that the term "uncontrolled" growth be removed and a specific contact person be listed. Ms. Emeric noted that the Group ultimately needs to have its own point of contact listed on the brochure, rather than EPA, but that in the interim the Group could continue to list EPA as the point of contact.

Mr. Brown summarized this portion of the meeting by noting that overall, the Group supported the brochure, although the reactions to the logo appeared to be mixed. Mr. Brown suggested coming up with a committee to create a new logo. Kathy Andria will take the lead on this project, with assistance from Carolyn Kehoe and Jack Norman. Mr. Anderson stated that he would make changes to the draft before the next meeting, but that he needed feedback from everyone before the next meeting takes place. It was agreed by all that the next draft of the brochure would be disseminated to the Steering Committee members in a text-only format, so that everyone could open it and view it.

Education and Outreach Cornerstone: Action Items

Ms. Emeric began the discussion of additional activities under the education cornerstone by handing out a list of suggested "Action Items." (Attachment M). Among the items EPA can offer the Group assistance with are outreach workshops, information to be posted on EPA's Gateway webpage, incorporating as a non-profit organization to be eligible for certain funding, and hosting grant writing workshops. Although creating a petition for presentation to the Illinois Growth Task Force is another activity for the Group to consider, Ms. Emeric noted that the EPA cannot provide assistance with the petition because of the political nature of such an activity. She suggested that the Group host a workshop or series of workshops on sustainable growth, possibly with Prof. Clyde Forrest as a guest speaker. The Group must also decide which member will serve as the point of contact. It may be wise to have different points of contact regarding the different cornerstones, particularly as the press becomes more aware of the Group's activities. The EPA has already been contacted by the press regarding the efforts of the Metro East Sustainable Resources Group, and an article about the Group appeared in the St. Louis Post Dispatch on January 31, 2000 (see Attachment N).

Ms. Andria inquired whether EPA had funding to bring in speakers. Ms. Emeric responded that it depended on what the speakers would require in the way of funding. The EPA could possibly provide travel funds, but not a stipend for speaking (i.e., labor). Ms. Emeric went on to say that in any event, there was no money currently budgeted for speakers, only that it was a possibility in the future. Mr. Weilbacher suggested inviting Mary Sue Barrett, who is a co-chair of the Campaign for Sensible Growth. Mr. Beezhold suggested Lois Morrison, also of the Campaign for Sensible Growth, particularly because of her experience with organizing and running a similar Group. Ms. Andria also suggested inviting Edward McMahon, and Mr. Weilbacher agreed. Mr. Beezhold noted that it would be very helpful to have speakers who have already been through the process that this Group is now going through. Mr. Shekell suggested inviting a speaker like Prof. Forrest first, in order to lay out the big picture. Then, the Group could invite subsequent speakers to address the particular issues that the Group intends to educate the public about, such as stormwater, historic preservation, open spaces, etc.

Mr. Weilbacher offered an experience from his own town of Waterloo, Illinois. According to Mr. Weilbacher, a proposed housing project was defeated because of the perception that it would be a low-income project, even though such affordable housing

was badly needed in the area. Mr. Shekell said this shows the need to get the Group's message out to public officials. Mr. Parente agreed that public officials are interested in addressing these issues, and would respond to what the Group is doing. Mr. Parente also suggested that the Group reach out to developers and realtors as well, and Mr. Anderson commented that the Group must be very careful in the manner that it approaches them. Mr. Rombach agreed, saying that developers are particularly interested in the issues being studied by the Group. However, he cautioned that most "experts" seemed to represent the extreme ends of the spectrum, so the Group should strive to present a balanced view. If not, Mr. Rombach warned that many developers would just get up and walk out.

Ms. Andria said that at a recent stormwater conference that she attended, the homebuilders were there in force. The conference sponsored a presentation by a gentleman from Seattle, which seemed to be very balanced. Ms. Andria suggested that the Group track him down and invite him to speak when the Group presents information to homebuilders in particular.

Mr. Norman observed that no one wants to show up to a meeting only to be harangued. On the other hand, people will show up if they think they can learn solutions to their problems, and the Group should keep this in mind when formulating its presentations. Ms. Andria said that the Group should target people from the Illinois Department of Commerce and Community Affairs (DCCA) and other agencies who maybe don't fully comprehend the issues.

Mr. Brown asked the Group whether a targeted plan should be developed, because there are a number of Groups that need to be educated and a variety of sources available which can provide a centrist perspective. Mr. Norman said the key is to find out what decisions are being made and by who. Once the Group has a picture of who the decision-makers are, it can target the specific audiences. Mr. Norman also stressed that the message must be tailored for the audience.

Finally, Mr. Anderson suggested that future subgroups of the Sustainable Growth Resources Group could address each of the cornerstones and come up with more detailed plans. Mr. Rombach said that the upcoming Council of Mayors meeting should be made aware of the Group's existence. The meeting is scheduled for February 17-19. Mr. Parente agreed, saying that he didn't know if there was time to get on the meeting agenda, but that the Group could still have a presence at the meeting. He noted that the meeting is the first of what they hope will become an annual meeting of mayors. Ms. Emeric pledged to have the brochure ready to be handed out at the mayor's meeting if the Group members get their comments in to EPA as soon as possible. She stressed that the EPA needs the cooperation of the Group if it is to help the Group. Ms. Emeric also offered that anyone who represented the Group at the mayor's meeting could bring the poster display prepared by EPA.

Next Steps: Meeting Agenda

The last item on the agenda was to define the next steps that the Group should take. Specifically, Mr. Beezhold briefed the Steering Committee on the goals of the next meeting, referred to in the presentation as Millennium Meeting #2. The overall goal of this meeting is described as follows:

Present Progress to the Larger Group While Seeking Buy-In and Motivation.

The first objective of this next meeting will be to have a presentation by a “big name” speaker, such as Lois Morrison. Mr. Rombach suggested that the Group might not be ready yet for a big name speaker, but Mr. Anderson responded that the Group really ought to invite a speaker like her to gain insight into how to actually move the Group forward, rather than just talking endlessly about “urban sprawl.” Ms. Andria agreed that the Group could benefit from the insights that a speaker from a similar organization could provide. Another suggested speaker might be Mary Sue Barrett.

The next objective of the meeting will be for the Steering Committee members to give progress presentations to the larger group. Four separate presentations will be made, including Mission, Cornerstones, Illinois Growth Task Force Strategy, and the Vision Brochure. Mr. Beezhold then asked for volunteers to give these progress presentations to the large Group at the next meeting, adding that PMCL would gladly provide support to the members for their presentations, such as creating a PowerPoint show or overheads. The presenters were identified as follows:

1. Mission- possibly Ted Shekell, who was suggested by the group
2. Cornerstones
Planning Cornerstone- Jerry Rombach
Education Cornerstone- Kathy Andria
Illinois Growth Task Force Cornerstone- Ed Weilbacher
3. Vision Brochure- possibly Joe Parente

The final objective of the Group will be to discuss the information presented to it. Mr. Beezhold then asked if there were any other goals the Group should try to achieve. Ms. Andria asked if the Group would ever get comprehensive plans from all of the cities within the area. Ms. Emeric said that she left a message with Mike Mitchell from St. Clair County requesting their regional planning map. Mr. Parente said that the Madison County plan was outdated, but the county will be adopting a new plan very soon. Ms. Emeric added that these plans would not be terribly important to the Group at this stage but will be important for future activities of the Group.

Meeting Closure

The meeting was brought to closure by Mr. Beezhold. Tentative dates for the next meeting were proposed for the last week in March, possibly the 29th or 30th. The actual date and meeting place would be determined at a later date. The dates are somewhat dependent upon the availability the prospective speaker (i.e., Lois Morrison). Mr. Beezhold stated that he would get in touch with Lois Morrison to see if she would be available as a speaker. Mr. Beezhold said that the East-West Gateway Coordinating Council offered to provide meeting space for the Group, but it was noted that this space would be in St. Louis and there is little available parking. It was noted that the large Group is familiar with the Department of Transportation facility in Collinsville, Illinois and there is a large enough meeting room to hold the Group there. Mr. Beezhold then thanked everyone for their participation and the meeting was adjourned.